

UNIVERSITY COLLEGE LONDON

University of London

EXAMINATION FOR INTERNAL STUDENTS

For The Following Qualification:–

B.A.

German C344: Language, Power and Ideology

TAKE HOME PAPER

COURSE CODE : **GERMC344**

UNIT VALUE : **0.50**

COLLECT: 28 APRIL 2005 FROM 12 NOON ONWARDS

RETURN: 3 MAY 2005 BY 5PM

GERMC344
LANGUAGE, POWER AND IDEOLOGY

TAKE-HOME PAPER

To be collected on 28 April 2005 from 12 noon onwards.
To be returned on 3 May 2005 by 5.00 pm.

ANSWER TWO QUESTIONS.

Essays should be approximately 1,000 words in length. Importance is attached to the clarity of your argument.

Do not use the same material as the basis for more than one answer.

Do not answer on substantially the same topic as that of your assessed essay for this course.

All questions carry equal marks.

DO NOT PLAGIARIZE: all quotations should be acknowledged and full references to source and page number given. A bibliography including all sources consulted should be listed at the end of each essay.

Please type if possible.

1. EITHER a) 'The influence of National Socialism on the German language was profound but short-lived.' Discuss.
OR b) 'The effectiveness of National Socialist discourse lay in its appropriation of existing political discourses and text-types.' How far do you agree with this view?
2. EITHER a) 'Wir sind die Juden von heute.' With reference to this quotation, discuss how far-right groups characterise themselves in their discourse.
OR b) 'Far-right discourse is dominated by one topic and only topic only: hatred of foreigners.' How far do you agree with this view?
3. EITHER a) To what extent can the communicative situation in the former GDR be accurately described as 'code-switching'?
OR b) How far do you agree that political discourse in the FRG since 1945 has been essentially a discourse of conflict and confrontation?
OR c) 'As a result of the *Wende* in 1989, it was the East Germans who were subjected the most to linguistic upheaval and adjustment.' Discuss.

-TURN OVER-

4. EITHER a) 'Whilst women may be disadvantaged in conversation, through their linguistic behaviour they contribute to their own discrimination'. Discuss, with examples from English and German.
- OR b) To what extent are anti-sexist language policies a necessary step in achieving linguistic equality between the sexes? Discuss, with examples from English and German.
5. EITHER a) Outline the relationship between language, style and content in ONE of the following:
- (i) television news programmes in German.
 - (ii) ONE or more German-language newspapers or magazines.
- OR b) 'The language of advertising, whilst being both prescriptive and persuasive, is above all playful and creative.' Discuss, with reference to advertisements in German.